



# POST SHOW REPORT

9 – 12 DEC 2025

EGYPT INTERNATIONAL EXHIBITION CENTER, CAIRO – EGYPT

ORGANIZED BY



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MADE FOR TOMORROW

# Africa & MEA's Most Influential

food, processing &  
packaging exhibitions

Marking its **10th anniversary, Food Africa 2025**, held alongside the **6th edition of pacprocess MEA**, opened with strong national and international momentum, reaffirming Egypt's role as a strategic hub for food, processing, and packaging trade across Africa and the Middle East.



The opening ceremony was attended by senior government leadership, led by **H.E. Lt. Gen. Eng. Kamel Al-Wazir**, Deputy Prime Minister for Industrial Development and Minister of Transport and Industry, alongside representatives of the Ministries of Investment & Foreign Trade and Agriculture, ambassadors, export councils, and leading industry bodies.

Over four dynamic days, the twin exhibitions delivered high-impact business exchange, innovation, and cross-border partnerships across the entire food value chain.



# A Decade of Growth: *From Launch to Landmark*

Charting our journey from a new event to a leading industry platform

## 2015 Launch Edition



**241**  
Exhibitors

**19**  
Participating Countries

**8,340**  
Visitors

**10,000**  
SQM

## 2019 Growing Strong



**535**  
Exhibitors

**34**  
Participating Countries

**21,640**  
Visitors

**17,000**  
SQM

## 2025 Landmark Edition



**1,200**  
Exhibitors

**51**  
Participating Countries

**37,000**  
Visitors

**50,000**  
SQM



The Numbers that

# Defined the Edition

**1,200+**

Exhibitors

**51**

Participating Countries

**50,000**

SQM Exhibition Space

**37,000+**

Trade Visitors

**500+**

Hosted Buyers

**4**

Days of Business & Innovation



# Confidence Backed by Numbers

“

I was extremely impressed by this edition of Food Africa, particularly the high level of organization and the quality of exhibitors and visitors, comparable to leading international exhibitions.

”

**Mohamed Taha**  
Commercial Director,  
Dixies Mills – Egypt

99.1%

Visitors Would  
Recommend The  
Exhibition

98.6%

Overall Visitor  
Satisfaction

98.6%

Visitor Satisfaction  
with Event Organization  
& Content

## Reflections of Success: Straight from Exhibitors

91%

Exhibitors Would  
Recommend The Exhibition

88%

Exhibitor Satisfaction  
with Event Organization

89.3%

Overall Exhibitor  
Satisfaction

87%

Exhibitor Satisfaction  
with Visitor Quality

“

Visitor traffic at pacprocess MEA was very strong, enabling us to meet representatives from regional and international entities and connect with food and beverage manufacturers worldwide who are potential clients.

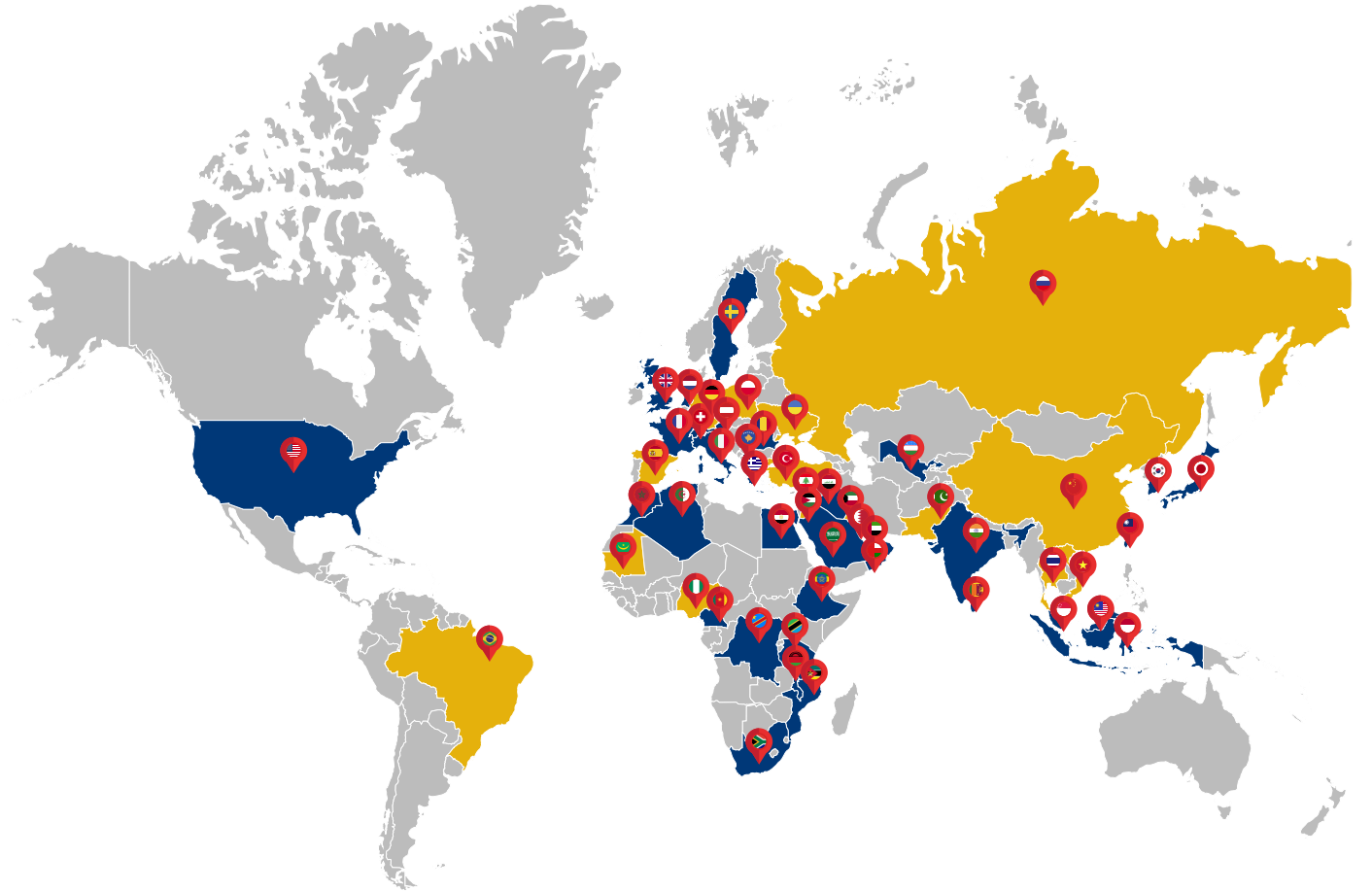
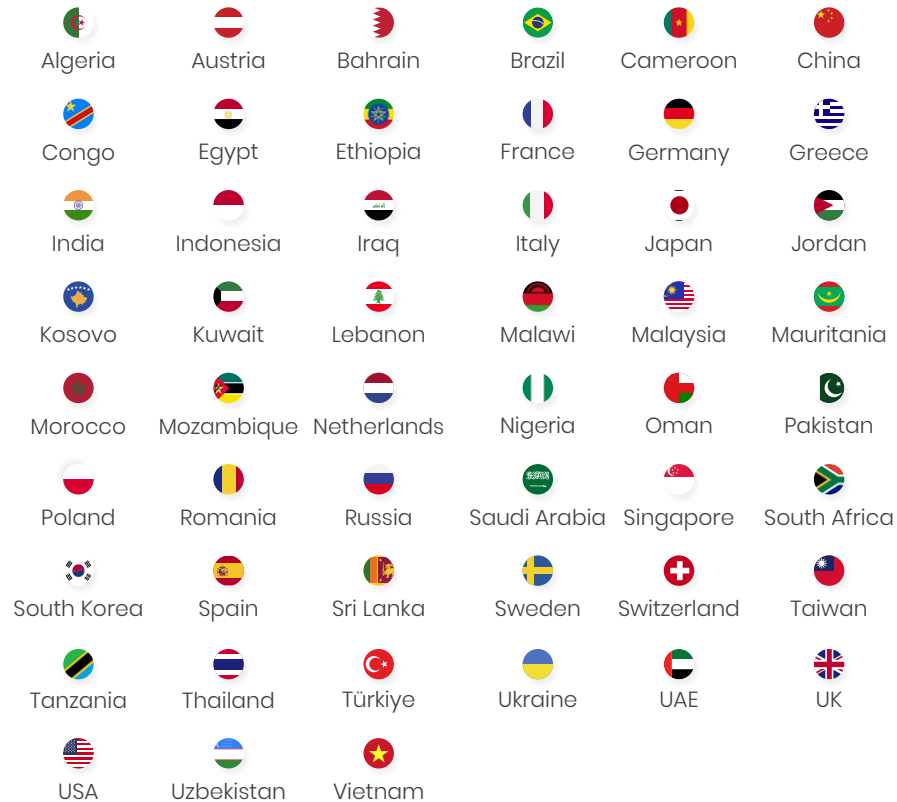
”

**Aya Shoman**  
Marketing Communications Manager, Tetra Pak – Egypt

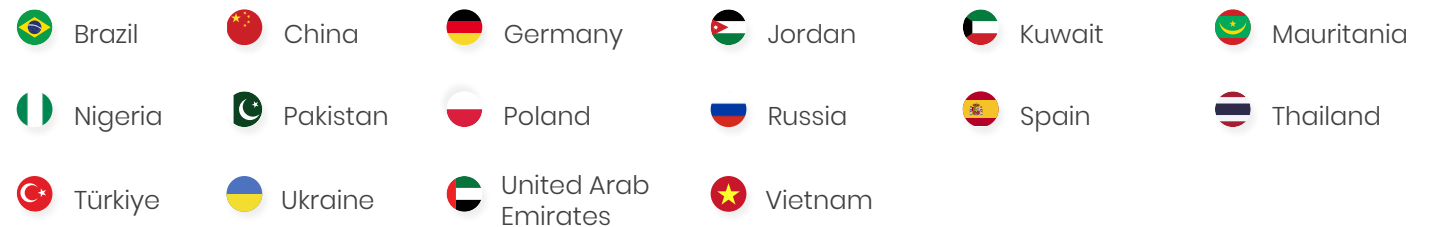
A Truly

# International Marketplace

**1,200+ Exhibitors** *from* **51 Countries**



## 16 International Country Pavillions





# Four Shows. One Mega Marketplace



## Africa's Largest Food & Beverage Exhibition

- Food & Beverages
- Ingredients & Private Label
- Export-Ready Products



## Processing, Packaging & Printing Technologies

- Processing Machinery
- Packaging & Printing
- Automation & Smart Manufacturing



## The Fresh Produce Marketplace

- Fresh Fruits & Vegetables
- Post-Harvest & Cold Chain
- Export & Trade Solutions



## A Dedicated Dates Trade Hub

- Date Producers & Exporters
- Processing & Packaging
- Value-Added Products



# Where Deals Took Shape



“

This year's exhibition is on another level, attracting a diverse and high-quality international visitor base that comes specifically to attend the event.

”

**Dina Hosny**

Business Development & Export Manager, Kemet – Egypt

## Hosted Buyers Program



**500+**

Hosted  
Buyers



**71**

Countries



**8,500+**

Business  
Meetings

## B2B Matchmaking Platform



**6,120**

Pre-scheduled  
Meetings



**104**

Participating  
Countries



**\$4 BN**

Worth of  
Business Deals



# 37,000

## Visitors

### Food Africa Visitor Profiles

**47.2%**

Food & Beverages Manufacturer

**20.4%**

Importer / Trader / Wholesaler

**13.1%**

Other

**8.7%**

Services

**6.1%**

Horeca & Foodservice

**4.5%**

Distributor

# 100,000+

## Meetings & Connections

### pacprocess MEA Visitor Profiles

**68.3%**

Food & Beverage Processing & Packaging

**12.8%**

Industrial Goods Packaging

**6.3%**

Confectionery Processing & Packaging

**4.6%**

Cosmetics Packaging

**4.2%**

Pharmaceutical Packaging

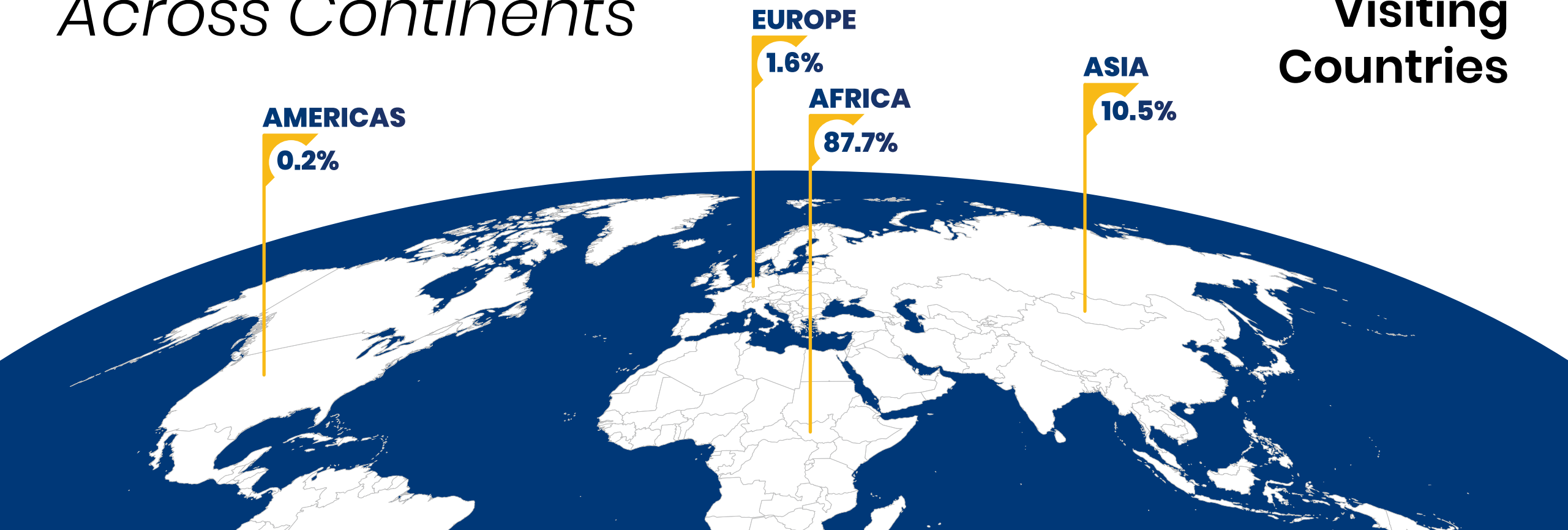
**3.8%**

Consumer Goods Packaging





















# Connecting Markets

*Across Continents*

**163**  
Visiting  
Countries



## Top 20 *Visiting Countries*

- |  |  |  |  |   |   |   |
|--|--|--|--|---|---|---|
|  Egypt    |  Palestine |  Saudi Arabia |  United Arab Emirates |  Jordan  |  Türkiye |  India   |
|  Libya    |  Nigeria   |  Sudan        |  Yemen                |  Lebanon |  Tunisia |  Algeria |
|  Pakistan |  Morocco   |  China        |  Iraq                 |  Kuwait  |  Kenya   |   |



# Two Conferences. One Industry Vision.



**3,000+**

Professional Attendees



**129**

Speakers



**31**

Sessions & Panel  
Discussions

“

pacprocess MEA is a very well-organized event, generating strong business contacts, and we will definitely participate again next year.

”

**Alejandro Serrano**

Export Sales Manager, MarCoPack – Spain

“

Food Africa exceeded our expectations, generating strong interest from potential clients. It is the largest food industry trade fair in Africa, and I highly recommend participating.

”

**Lawrence Afere**

Co-founder, Springboard – Nigeria





# Live Cooking

# Live Energy

# 15

Signature  
Dishes

# 4

Days of Culinary  
Action

## 8 International Chefs



### Armenia

- Chef Mohamed Hawas



### Brazil

- Chef Ana Paula Lima



### Egypt

- Chef Mostafa Seif



### Italy

- Chef Mohamed Attia



### Peru

- Chef Martin Rodriguez



### Thailand

- Chef Panee Khangrang
- Chef Tida Loabuppa



### USA

- Chef Lubna Alamat



# pacprocess MEA Awards: Sustainability and Innovation at The Forefront



## SAVE FOOD DESIGN AWARD WINNERS



**1** Afher  
Eurobelt S.A.



**2** Texula®



**3** HAVER &  
BOECKER OHG

## SUSTAINABILITY DESIGN AWARD WINNERS



**1** Koehler Holding  
SE & Co. KG



**2** Texula®



**3** Bischof+Klein  
SE & Co. KG

# Global Reach

## Measurable Impact

14 M+

Exposure of Offline Advertising

45 K+

Invitations Mailed

100 K+

Email Campaigns Coverage

2.8 M+

New Website Users

176

Countries Engaged on the Website

14 M+

Website Sessions

102 M+

Digital Ads Impressions

“

We participate every year as the event continues to grow. It is well organized, attracts serious and professional visitors, and generates strong demand from different markets.

”

**Meshal Ajub**

Regional Sales Manager  
Tanis Seed Processing Tech. – **Türkiye**

“

This year, 14 Polish companies participated and were highly satisfied, with concrete potential contracts already in progress. Many have confirmed their intention to participate again next year.

”

**Tukasz Lesniewski**

Second Secretary – Political & Economic Affairs Embassy of the  
Republic of Poland in Cairo – **Poland**



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# FROM MILESTONE TO MOMENTUM

BOOK YOUR STAND NOW AT  
FOOD AFRICA & INTERPACK MEA 2026

**7 – 10 DECEMBER 2026**

EGYPT INTERNATIONAL EXHIBITION  
CENTER – EIEC



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